



For Immediate Release
Monday, October 14, 2002

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NEWS ADVISORY

Utah AWARE Kicks-Off New Campaign To Reduce Antibiotic Resistance

WHAT: The Utah Alliance Working for Antibiotic Resistance Education (AWARE) will launch its 2002/2003 education campaign expanding its focus to educating day care providers and their young patrons. Antibiotic use is highest in children with one of every four (nearly 27%) antibiotics prescribed in 2001 going to children under six years of age. Speakers will discuss the magnitude of the antibiotic resistance problem, the impact of the new campaign on day care providers, parents and children, and will reveal the newest billboard and radio ads aimed at reducing inappropriate antibiotic use in all Utahns.

WHO: Eric Cannon, Pharm.D.
Utah AWARE
IHC Health Plans

Kim Bateman, M.D.
HealthInsight

Bob Bunnell, PA
Utah Academy of Physician Assistants

Jamee Carter
Day Care Provider

WHEN: Monday, October 14, 2002
10:00 a.m.

WHERE: IHC Child Development Center
259 South 500 East
Salt Lake City

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